

**Strategie &Innovazione with University of Cambridge  
Centre for Technology Management**

**Technology Intelligence  
Monitoring science and technology developments**

- Are you aware of new technologies early enough?
- Are you missing out on opportunities to expand?
- Do you feel swamped with data but have little useful information?

Technology Intelligence (TI) is the activity that enables companies to identify the technological opportunities and threats that could affect the future growth and survival of their business. It aims to capture and disseminate the technological information needed for strategic planning and decision making. As technology life cycles shorten and business becomes more globalised, having effective technology intelligence capabilities is becoming increasingly important. In particular, technology intelligence is an indispensable asset for technology-based companies.

### **The workshop**

We select contributions from different types of companies, at different levels of TI implementation to present different experiences in setting up technology intelligence activities. From these case studies attendees can learn about the strategies, tools and techniques used by others, as well as the challenges inherent in tackling implementation and the tactical approaches used.

Attendees will also learn about the latest research findings on technology intelligence and receive a copy of the technology intelligence workbook developed by the Centre for Technology Management, translated into Italian and enriched by Strategie&Innovazione with examples relevant to the Italian business context.

There will be opportunities to network and exchange information both with researchers and with the other participants.

### **Who should attend?**

- Technology managers
- Executive managers
- Directors and those who would benefit from a technology intelligence system
- Technologists
- Gatekeepers and others who take an active part in the technology intelligence activity for their business.

**University of Cambridge Centre for Technology Management  
Strategic Technology and Innovation Management Training  
Roadmapping and Intelligence**

*Milan, May 18<sup>th</sup>, 2011*

**Technology Intelligence**  
Identifying threats and opportunities

## **Agenda**

- 09:00 Registration and coffee*
- 09:30 Welcome and introductions**
- 09:45 Introduction to Intelligence and links with company's  
strategic activities – Theoretical model**
- 10:30 Case study 1 – Implementing intelligence**
- 11:15 Refreshment break*
- 11:30 Case study 2 – Implementing intelligence**
- 12:15 Activity 1 – Sources of information, tips and tools**
- 13:00 Lunch*
- 14:00 Activity 2 – Elements for intelligence**
- 14:45 The intelligence toolbox and other examples of  
intelligence implementation**
- 15:30 Refreshment break*
- 15:45 Case study 3 – Tools for intelligence**
- 16:30 Review and closing remarks**
- 17.00 Close*
- 18:30 Reserved to the first 10 attendees registered to both  
workshops: Guided visit to “Museo del Novecento” (Piazza  
Duomo)**

## Strategie &Innovazione with University of Cambridge Centre for Technology Management

### Strategic roadmapping

#### A 'fast-start' approach to align markets, products and technology for strategy and innovation

- ensure key technologies are ready on time
- identify and explore innovation opportunities
- support technology strategy and planning initiatives
- identify important gaps in market, product and technology intelligence
- build communication between technical and commercial functions

Roadmapping is a graphical approach to support strategic planning that enables companies to align technological capability with product and business plans so that company strategy and technology go hand-in-hand. Benefits include ensuring key technologies are ready on time; exploring innovation opportunities; supporting strategy and planning initiatives; identifying important gaps in market, product and technology intelligence; and building communication between technical and commercial functions.

#### 'Fast-start' approach

T-Plan and S-Plan are 'fast-start' roadmapping processes, developed within the Institute for Manufacturing's Centre for Technology Management at the University of Cambridge. This workshop-based approach has been developed and tested in a wide range of organisations and is applicable to any organisation wishing to initiate roadmapping, but particularly those with limited time or resources.

#### Who should attend?

- Strategic planners
- Product managers
- Technical managers
- Consultants

#### What companies say about this course

*"Well presented by knowledgeable specialist."* Chief Designer, aircraft engine components

*"I'm still impressed at how easily the roadmapping process brought together the disparate ideas of the group into something pretty coherent!"* Principal Engineer, electronics company

*"A practical, intuitive and easy to implement process that has indeed helped clarify our R&D investment strategy."* Vice President, packaging company

*"The process allowed all disciplines and functions within the business to understand each other's input and information requirements."* General Sales Manager, surface coatings company

Strategie & Innovazione with University of Cambridge  
Centre for Technology Management  
**Strategic Technology and Innovation Management Training**  
Roadmapping and Intelligence

*Milan, May 19<sup>th</sup>, 2011*

**Strategic Roadmapping**  
Aligning technology, products and markets in a dynamic world

**Agenda**

- 09:00 *Registration and coffee*
- 09:30 Welcome and introductions**
- 09:50 Strategic roadmapping: practice and theory**
- 11:00 *Refreshment break*
- 11:15 Group activity – Strategic Landscape: “Mobility Futures”**
- 12:30 S-Plan workshop approach for integrated strategic planning**
- 13:00 *Lunch*
- 14:00 Small group activity – Topic roadmap: “Mobility Futures”**
- 15:30 *Refreshment break*
- 15:45 T-Plan workshop approach for product-technology planning, including case study**
- 16:30 Implementing roadmapping in the business**
- 16:50 Review and closing remarks**
- 17:00 *Close*

**Strategie &Innovazione with University of Cambridge  
Centre for Technology Management**

**The “Strategic Technology and Innovation Management” event at a glance**

**Dates**

Technology Intelligence: 18<sup>th</sup> May 2011, Milan (Italy)

Strategic Roadmapping: 19<sup>th</sup> May 2011, Milan (Italy)

**Venue**

Venue for both workshops is Crowne Plaza Milan City, Via Melchiorre Gioia 73, 20124 Milan, Italy, [www.crowneplazamilan.it](http://www.crowneplazamilan.it), tel +39.02.670.772.98.

Hotel is close to Milan Central Station and can be easily reached by underground MM3 (Sondrio station), MM2 (Centrale station).

**Speakers**

- Dr. Rob Phaal and Dr. Letizia Mortara, IfM Centre for Technology Management University of Cambridge;
- Dr.ssa Milena Motta and Dr.ssa Silvia Fossati, Strategie&Innovazione

**Language requirements**

The event will be held in English and hence a basic understanding of the English language would be recommended. However, language help and facilitation will be provided by the speakers and organisers to enable the better understanding of the content by the Italian audience.

**Training material**

Each attendee will receive the Strategic Roadmapping and Technology Intelligence guidebooks. Slides will be in English and in Italian.

**Registration Fees**

One day training: Euro 570,00 plus VAT, including lunch

Two-day training: Euro 980,00 plus VAT, including lunch day 1+2

**Early Bird discount: 10% off the course fee available before 29<sup>th</sup> April 2011.**

*IfM Cambridge members and members of Associations: ADICO, AIDB, AIRI, AISM, AMMISA, APEIRON, NOI-Napoli Open Innovation, SCIP are also entitled to a 10% discount on the course fee (please quote your Association on the registration form).*

***The first 10 attendees who will register for both workshops  
will receive a complimentary ticket  
for the guided visit to the “Museo del Novecento”  
(Piazza Duomo)***

**Information and registration**

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***Both one and two-day courses can also be run as in-company training events***